

December 12, 2016 meeting

The Franklin Tourism Development Authority Board held their regularly scheduled meeting on Monday December 12, 2016 in Town Hall. Members Tim Crabtree, Donnie Bishop, Connie Grubermann, Cheryl Pullium, and Town Manager Summer Woodard were present.

Members absent: Josh Drake, Vickie Springer, and Chair Candy Presley.

New Business: Joint Meeting with TDA and TDC to discuss 2017 Solar Eclipse Advertising Opportunities

Motion was made by TDC member Ron Haven, seconded by TDA member Connie Grubermann to have Premiere Marketing to attend the January 9, 2017 TDA Board meeting, and present social media advertising opportunities and to focus on advertising in 5 metropolitan areas. Both Boards also agreed to not pursue billboard advertising, believing social media advertising will be more productive. Vote: 12 to 0.

The Joint meeting ended at 6:00 p.m.

Old Business: Funding request for Ruby Drop \$1,500.00

Chairperson Candy Presley joined in the discussion on a conference call to constitute an official quorum.

Motion was made by Pullium, seconded by Grubermann to excuse TDA member Tim Crabtree from the funding request for Ruby Drop for \$1,500.00 vote. Motion carried. Vote: 5 to 0.

Motion was made by Grubermann, seconded by Pullium to approve the \$1,500.00 funding request for the Ruby Drop. Motion carried. Vote: 5 to 0.

Approval of the November 14, 2016 board minutes

Motion was made by Pullium, seconded by Grubermann to approve the November 14, 2016 board minutes. Motion carried. Vote: 5 to 0.

Financial Reports

Town Manager Summer Woodard presented the financial reports.

Motion was made by Grubermann, seconded by Crabtree to approve the financial reports. Motion carried. Vote: 5 to 0. A copy of the report is attached.

Sub-Committee Reports

Finance/Budget Chair Report – None

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Policy and Rules of Procedure – None

Application Review Chair Report – On agenda

New Business: Funding Request for Taste of Scotland for \$4,000.00

Loyd Swift – Taste of Scotland – We want to use the \$4,000 funds for advertising purposes to reach a larger audience. The festival committee is a 501(c)3 organization. The requested goal of making the event self-supporting is not achievable in an open and free venue. Our funds will expand to “Southern Living,” “Our State,” “Atlanta Journal Constitution,” Charlotte Observer and in the local papers.

Cheryl Pullium – Will Doug Morton be able to come to our next meeting to answer some questions?

Loyd Swift – Taste of Scotland - Sure.

Connie Grubermann – If I’m looking at this correctly, this budget grants a total of \$4,000. So you’re looking at \$1,500 here and \$2,500 from TDC to make up for the \$4,000.00

Summer Woodard – I think he has budgeted the \$1,500 because that’s what he received last year. He is increasing his request last year. He needs to have the \$4,000.00 down instead of the \$1,500.00. So \$14,500 is the total income with that adjustment, instead of \$12,000.00. And then the expenditure would be \$15,175.00. We won’t vote on it until January, so if Doug Morton could please come here so we can ask questions.

New Business: Funding Request for Franklin Tartan for \$2,820.00

Jim Akins – Scottish Tartans Museum – We thought it would be a good idea to have the Town tartan commercially woven and made into scarves, hats and ties. It would have a tag in it stating that is made here in Franklin. The chamber of commerce would be happy to sell it, and they might be able to make a profit as well. The money I have listed, the \$435.00, is to have the minimum quantities made.

Old Business: Funding Request for Franklin Trail Days for \$1,252.00

Motion was made by Grubermann, seconded by Bishop to approve funding for \$1,252.00 for Franklin Trail Days. Motion carried. Vote: 5 to 0.

Old Business: Funding Request for Smoky Mountain Center for \$15,000.

Motion was made by Pullium, seconded by Bishop to approve \$15,000.00 for Smoky Mountain Center for the Performing Arts. Motion carried. Vote: 5 to 0.

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Old Business: Funding Request for Toys and Gifts Expo for \$2,500.00

Donnie Bishop – This has already happened, correct? Does that take precedence for anything?

Summer Woodard – It's something we should consider in this discussion.

Cheryl Pullium – I didn't see a lot of cars out there.

Tim Crabtree – They came to me on Thursday, the organizers did. The Thursday before the event. They were scrambling to find vendors at that time, it's didn't look good. It felt like it was something that was thrown together.

Summer Woodard – Were they on WLOS? It says they advertised on WLOS?

Donnie Bishop – I would be willing to give a lesser amount if they showed receipts of advertising that was paid for to total whatever amount that we give and the TDC gives. If they didn't spend it on advertising, that's what it is for. For example, if we set \$1,000.00, they would need to bring \$3,500 worth of receipts that they spent.

Motion was made by Grubermann to approve funding for \$2,500.00 for the Toys and Gifts Expo. Motion failed due to lack of a second.

Motion was made by Bishop, seconded by Crabtree to give \$1,000.00 contingent on TDA receipts for reimbursements for advertising equal to the amount of \$3,500.00. Motion failed. Vote: 2 to 4. Voting in favor: Crabtree and Bishop. Voting against: Grubermann, Pullium, and Woodard.

Connie Grubermann – I don't think we can ask them to bring in receipts for TDC money. Since the event happened that is problematic.

Tim Crabtree – We could use information from their event for next year.

Cheryl Pullium – Since it has been done I think we should just wait until next year.

Motion was made by Pullium, seconded by Grubermann to deny funding request for \$2,500.00 for Toys and Gifts Expo. Motion carried. Vote: 3 to 2. Voting in favor: Grubermann, Pullium, and Woodard. Voting against: Crabtree and Bishop.

Old Business: Advertising Opportunities with Allison Outdoor Advertising

Summer Woodard – I think we addressed this at the joint meeting. Please intervene if I'm wrong.

December 12, 2016 meeting continued,

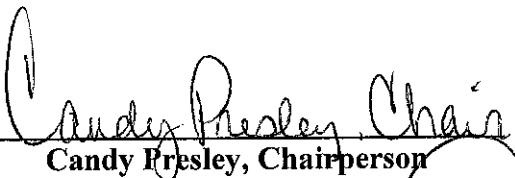
Items from the Board

Tim Crabtree – I do have some numbers on the Haunted Trail that we funded. They sold 2,266 tickets for five weekends. That's probably 1,800 to 1,900 people. \$11,686.87 was sold. 433 were for hayrides. Those numbers are just for Saturday nights. So he probably just sold more.

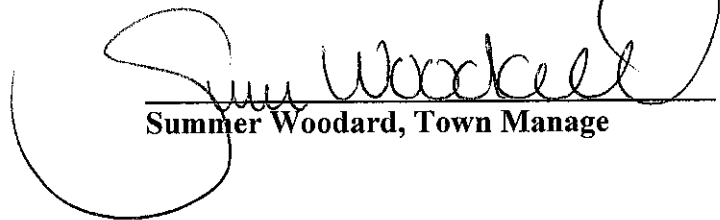
Announcements:

The next regularly scheduled meeting of the Franklin Tourism Development Board is Monday January 9, 2017 and that will also be another joint meeting with the TDC at 5:30 p.m. in the Town Hall Board Room.

**Motion was made by Pullium, seconded by Bishop to adjourn the meeting at 6:35 p.m.
Motion carried. Vote: 5 to 0.**



Candy Presley, Chairperson



Summer Woodard, Town Manage